

INTRODUCTION

This is a capstone project for IBM Data Science Professional Certificate. In this project, we imagine a scenario for a concept that there is a person who wants to open an Indian Restaurants in Montreal- Quebec, Canada. The person wants to start his business in a place where he can maximize his profits. One way to go ahead with the problem is starting to analyze places where many people visit so that many customers will visit the restaurant. One more approach to the problem is analyzing the city and opening a restaurant in an area where there is less number of Indian restaurants or competitors. Here we try to use the second method to obtain the best results.

BUSINESS PROBLEM

The objective of this capstone project is to find the most suitable location for an entrepreneur to open a new Indian Restaurant in Montreal, Canada. By using data science methods and tools along with machine learning algorithms such as K-means clustering, this project aims to provide solutions to answer the business question: In Montreal, if an entrepreneur wants to open an Indian Restaurant, where should they consider opening it?

TARGET AUDIENCE

The entrepreneur wants to find the ideal location to open an authentic Indian restaurant. The majority of his customers will be people from the Asian community and tourists from abroad.